

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

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ALEXANDRIA, VA 22313-1450

REVOCATION AND NEW POWER OF ATTORNEY

Under 37 CFR §3.73(b), IMS HEALTH INCORPORATED., a Delaware corporation, having a place of business at 83 Wooster Heights Road, Danbury, CT 06810, certifies that it is the assignee of the entire right, title, and interest in the patent applications listed on the attached Appendix (Schedule A) by virtue of a chain of title from the inventors to the current assignee as recorded in the U.S. Patent and Trademark Office at the Reel and Frame numbers provided in the column labeled "Chain of Title" of the Appendix (Schedule A).

The undersigned has reviewed all the documents in the chain of title of the patent application identified above and, to the best of undersigned's knowledge and belief, title is in the assignee identified above.

The undersigned, whose title is supplied below, is empowered to act on behalf of the assignee, hereby revokes all powers of attorney previously granted in the applications listed on the attached Appendix (Schedule A) and appoints practitioners associated with:

**PTO Customer Number: 26171**

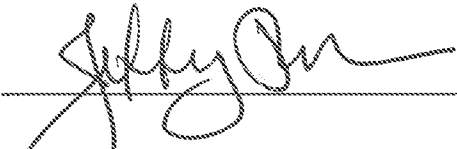
with full power of substitution and revocation, to prosecute the patent applications listed on the attached Appendix (Schedule A) and to transact all business in the Patent and Trademark Office connected therewith.

The undersigned also directs all correspondence be addressed to that Customer  
Number.

**PTO Customer Number: 26171**

Respectfully submitted,

Date: May 4, 2012

  
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Jeffrey Ford  
(Print name)

Title: Vice President and Treasurer

## SCHEDULE A

Matter No 31247	Client Ref No	Title	Appln. No	Filing Date	Publ No	Publ Date	Patent No	Issue Date	Chain of Title (Reel/Frame)
0501001	XPOENT SR	SYSTEM AND METHOD FOR ESTIMATING PRODUCT DISTRIBUTION USING A PRODUCT SPECIFIC UNIVERSE A33437	09/730,266	05-Dec-00			7,174,304	2/6/2007	Inventor to IMS Health Incorporated Recorded 12/05/2000 at Reel 011339, Frame 0863
0503001	Lrx Physician Profiles	SYSTEM AND METHODS FOR GENERATING PHYSICIAN PROFILES CONCERNING PRESCRIPTION THERAPY PRACTICES	09/941,496	29-Aug-01			7,346,521	3/18/2008	From Inventors to IMS Health Incorporated Recorded 01/15/2002 at Reel 012491, Frame 0616
0570001		PRE-GREASED COLLECTING ROD ASSEMBLY FOR POLLEN AND FUNGAL SPORE SAMPLING AND METHOD OF MAKING IT	10/142,938	13-May-02	US 2003-0211586-A1	11/13/2003	6,686,286	2/24/2004	From Inventors to Surveillance Data Inc. Recorded 07/26/2002 at reel 013135, Frame 0632 (MERGER) Surveillance Data Inc. to Surveillance Data LLC Recorded 08/05/2008 at Reel 021339, Frame 0102 (CHANGE OF NAME) From Surveillance Data LLC to SDI Health LLC Recorded 08/05/2008 at Reel 021339, Frame 0107 (MERGER) SDI Health LLC to IMS Health Incorporated Recorded 01/09/2012 at Reel 027499, Frame 0283
0570002		PRE-GREASED COLLECTING ROD ASSEMBLY FOR POLLEN AND FUNGAL SPORE SAMPLING AND METHOD OF MAKING IT	10/764,517	27-Jan-04	US 2004-0235155-A1	11/25/2004	7,060,326	6/13/2006	Inventors to Surveillance Data, Inc. Recorded 06/30/2008 at Reel 021155, Frame 0972 (MERGER) Surveillance Data Inc. to Surveillance Data LLC Recorded 08/05/2008 at Reel 021339, Frame 0102 (CHANGE OF NAME) Surveillance Data LLC to SDI Health LLC Recorded 08/05/2008 at Reel 021339, Frame 0107 (MERGER) SDI Health LLC to IMS Health Incorporated Recorded 01/09/2012 at Reel 027499, Frame 0283

Matter No	Client Ref No	Title	Appln. No	Filing Date	Publ No	Publ Date	Patent No	Issue Date	Chain of Title (Reel/Frame)
31247									
0571001		SYSTEM AND METHOD FOR THE PROTECTION AND DE-IDENTIFICATION OF HEALTH DATA	11/945,745	27-Nov-07	US 2008-0147554-A1	5/19/2008			Inventors to Surveillance Data, Incorporated (MERGER) Recorded 01/31/2009 at Reel 020444, Frame 0864 Surveillance Data Inc. to Surveillance Data LLC (CHANGE OF NAME) Recorded 08/05/2008 at Reel 021339, Frame 0102 Surveillance Data LLC to SDI Health LLC (MERGER) Recorded 08/05/2008 at Reel 021339, Frame 0107 SDI Health LLC to IMS Health Incorporated (MERGER) Recorded 01/09/2012 at Reel 027499, Frame 0283
0572001		SYSTEM AND METHOD FOR GENERATING DE-IDENTIFIED HEALTH CARE DATA	09/865,420	20-Sep-00			6,732,113	5/4/2004	From Inventors to Quintiles Transnational Corp. Recorded 01/31/2011 at Reel 011490, Frame 0970 From Quintiles Transnational Corp. to Verispan, LLC. Recorded 06/25/2002 at Reel 013031, Frame 0941 (MERGER) Verispan, LLC to SDI Health LLC Recorded 01/20/2010 at Reel 023814, Frame 0819 (MERGER) SDI Health LLC to IMS Health Incorporated Recorded 01/09/2012 at Reel 027499, Frame 0283
0572002		SYSTEM AND METHOD FOR GENERATING DE-IDENTIFIED HEALTH CARE DATA	10/801,086	15-Mar-04	US 2005-0114334-A1	5/28/2005	7,376,677	5/20/2008	From Inventors to Quintiles Transnational Corp. Recorded 09/17/2004 at Reel 015789, Frame 0088 From Quintiles Transnational Corp. to Verispan, LLC. Recorded 08/17/2004 at Reel 015789, Frame 0125 (MERGER) Verispan, LLC to SDI Health LLC Recorded 01/20/2010 at Reel 023814, Frame 0819 (MERGER) SDI Health LLC to IMS Health Incorporated Recorded 01/09/2012 at Reel 027499, Frame 0283
0572003		SYSTEM AND METHOD FOR GENERATING DE-IDENTIFIED HEALTH CARE DATA	11/954,205	11-Dec-07	US 2008-0091474-A1	4/17/2008	7,865,376	1/4/2011	From Inventors to Quintiles Transnational Corp. Recorded 07/01/2009 at Reel 021182, Frame 0619 From Quintiles Transnational Corp. to Verispan, LLC. Recorded 07/01/2009 at Reel 021182, Frame 0587 (MERGER) Verispan, LLC to SDI Health LLC Recorded 01/20/2010 at Reel 023814, Frame 0189 (MERGER) SDI Health LLC to IMS Health Incorporated Recorded 01/09/2012 at Reel 027499, Frame 0283

Master No	Client Ref No	Title	Appln. No	Filing Date	Publ No	Publ Date	Patent No	Issue Date	Chain of Title (Reel/Frame)
31247 0572004		SYSTEM AND METHOD FOR GENERATING DE-IDENTIFIED HEALTH CARE DATA	09/665,752	20-Sep-00					From Inventors to Quintiles Transnational Corp. Recorded 01/31/2001 at Reel 01174810-522 From Quintiles Transnational Corp. to Verispan, L.L.C. Recorded 06/25/2002 at Reel 0130031, Frame 0841 (MERGER) Verispan, L.L.C. to SDI Health LLC Recorded 02/28/14, Frame 0819 (MERGER) SDI Health LLC to IMS Health Incorporated Recorded 01/09/2012 at Reel 027499, Frame 0283
0574001		METHOD AND SYSTEM FOR PROVIDING REPORTS AND SEGMENTATION OF PHYSICIAN ACTIVITIES	12/481,321	09-Jun-09	US 2010-0114607-A1	5/5/2010			From Inventors to SDI Health LLC Recorded 08/13/2009 at Reel 023093, Frame 0992 (MERGER) SDI Health LLC to IMS Health Incorporated Recorded 01/09/2012 at Reel 027499, Frame 0283
0575001		SYSTEM AND METHOD FOR ENCRYPTING PROVIDER IDENTIFIERS ON MEDICAL SERVICE CLAIM TRANSACTIONS	12/594,748	08-Jan-10	US 2010-0217873-A1	8/28/2010			From Inventors to SDI Health LLC Recorded 03/04/2010 at Reel 024030, Frame 0546 (MERGER) SDI Health LLC to IMS Health Incorporated Recorded 01/09/2012 at Reel 027499, Frame 0283
0576001		SYSTEM AND METHOD FOR PROVIDING GEOGRAPHIC PRESCRIPTION DATA	12/723,117	12-Mar-10	US 2011-0225009-A1	9/15/2011			Inventors to SDI Health LLC Recorded 03/24/2010 at Reel 024129 (MERGER) SDI Health LLC to IMS Health Incorporated Recorded 01/09/2012 at Reel 027499, Frame 0283
0577001		SYSTEM AND METHOD FOR COMPREHENSIVE ONLINE HEALTHCARE PROVIDER ANALYTIC TARGETING	12/783,442	19-May-10					Inventors to SDI Health LLC Recorded 05/28/2010 at reel 024802, Frame 0744 (MERGER) SDI Health LLC to IMS Health Incorporated Recorded 01/09/2012 at Reel 027499, Frame 0283
0578001		ANONYMOUSLY LINKING A PLURALITY OF DATA RECORDS	09/459,161	10-Dec-99			5,397,224	5/28/2002	From Inventor to ARCANYS, Inc. Recorded 01/19/2010 at Reel 024597, Frame 0631 From ARCANYS, Inc. to Gordon W. Romney Recorded 02/19/2002 at Reel 012834, Frame 0180 From Gordon W. Romney to SDI Health LLC Recorded 07/01/2010 at Reel 024511, Frame 0638 (MERGER) SDI Health LLC to IMS Health Incorporated Recorded 01/09/2012 at Reel 027499, Frame 0283